



MATWATCH

16 Robin Hood Lane Jackson TN 38305

Hotline - 901-664-9246



VOL. 4, NO. 35

SEPT. 3-8

THIS WEEK'S HEADLINES

WARRIOR STIFFED

STAMFORD CT---Despite reports of his dismissal, Titan Sports officials say The Ultimate Warrior (Jim Hellwig) is under suspension of "at least 90 days."

WWF officials say Hellwig was given the news immediately after the "Match Made in Hell" at SUMMER SLAM Aug. 26.

WWF spokesman Steve Planamenta told MATWATCH Friday the suspension is for "unprofessional conduct" but would not go into detail.

Hellwig has been the focus of controversy since a spring story in GLOBE magazine quoted unnamed sources on the former WWF champion's alleged sexual preference. Insiders have also told MATWATCH Hellwig has made money demands Titan has refused to meet, a report Titan executives have neither confirmed nor denied.

Sources close to the WWF say a suspension is being enforced, as opposed to a firing, to prevent Hellwig from jumping to a rival group.

INJURY TO FORCE HENNIG OUT

STAMFORD CT---In the same week as he lost the WWF Intercontinental title, Curt Hennig is on Titan's injured reserve list.

Hennig, who has been complaining of back problems for several weeks, is out for an unspecified period of time.

WWF spokesman Steve Planamenta says Hennig is being replaced on the current Titan tour by The Warlord in matches against Bret Hart.

GLOBAL SETS ESPN DAYTIME HIGH

BRISTOL CT---ESPN's series of Global Wrestling Federation tournaments have set a new daytime ratings high for the cable sports net.

The third two weeks of GLOBAL SUPERCARD shows averaged a 1.2 Nielsen rating (745,200 homes) with one episode scoring a 1.5, top mark ever for daytime wrestling on ESPN.

(Continued on Page 6)

MATWATCH Extra

A LOOK AT US: PART I

Once, I predicted someone would eventually sue a wrestling newsletter. Little did I recognize that vision would almost become a self-fulfilling prophecy.

I've had a number of kind and supportive calls in the last week, including a number from colleagues and subscribers, some expressing disappointment that we offered our PUBLISHER'S STATEMENT in the last issue. Frankly, I've had many second and third thoughts about it. Did I owe Ric Flair or Dennis Guthrie a personal apology? No. And, frankly, if he searches his own conscience, Guthrie knows it, too. But to avoid a potential nuisance of legal action, we offered the statement and so be it. I hope Guthrie and Flair are overjoyed. Frankly, I'm flattered they feel MATWATCH has so much influence.



Steve

Beverly

That brings me to some candid concerns about the field of pro wrestling newsletters which I will spend the next two weeks sharing. Many I include myself in because I have made my share of mistakes. In my first year of publishing MATWATCH, I had two sources I trusted as credible tell me Lex Luger, who had been given two nights off from TV, had left the NWA for Japan. Luger is

not a regular correspondent with newsletters and Jim Crockett's office never recognized us. So I went with the story. I was wrong. It taught me a tough lesson. But one I violated again after last year's SURVIVOR SERIES. I had information from people who claimed to have witnessed Dusty Rhodes luring WWF people to jump to WCW that night and was told Rhodes would be free to join WCW as booker Dec. 1. Virtually everyone in wrestling knew Rhodes was headed for Atlanta but my date was five weeks premature. I said so the following week.

As one who has had ups and downs as a broadcast journalist, these are items of which I am not proud. Part of the problem stems from competition to be first, which has created more errors than any element of journalism. If you're old enough, you remember the erroneous reports of the death of White House press secretary Jim Brady on the day President Reagan was shot in 1981. Again, a battle to be first. My close friend, Richard Hyatt, sheepishly tells of the time every Atlanta sportswriter in Atlanta was working every possible source to be first to ferret out the name of Georgia Tech's new head football coach in 1972. Richard was sure of his sources and his editors went with a major story of the new coach. Only it wasn't Tech's choice (Bill Fulcher). Richard has survived that career-threatening scare to become one of the Peach State's most distinguished writers and columnists and I am proud of his work.

But I have distinctive concerns about the wrestling bulletin process. Some may offend a few of my fellow publishers. But as perhaps the eldest newsletter publisher, I think it's time we looked at ourselves and examined what we really are. Much of our information comes from unnamed sources, an element with which I have always been uncomfortable. Anonymous sources have been necessary to break key stories in my career, including one this year concerning irregularities in our local ambulance service. Journalists have gone to jail to protect confidential sources. But readers are justified to question who these sources are and what is their credibility? Are the sources people legitimately employed within the wrestling industry? Or are they simply people

(Continued on Page 2)

MATWATCH

Page 2

Vol. 4, No. 35/Sept. 3-8

Pinfall Profile

CLASH FACES MANY HURDLES

By the time this issue hits your home, CLASH OF THE CHAMPIONS XVI: FALL BRAWL will either be history or air tonight. But from a purely ratings standpoint, the view from here is this CLASH has had more strikes against it than simply the departure of Ric Flair.

First and foremost, CLASH XVI had a weaker buildup, from a promotional standpoint, than any since CLASH VI when then-booker George Scott ordered announcers not to plug the event on-air. TBS programmers say the card had so many changes it was tough to determine what to push. WCW folks feel snakebitten because of two weeks of MAIN EVENT pre-emptions (one because of a Braves-Phillies rain delay) and no WORLD CHAMPIONSHIP WRESTLING last Saturday.

Ross and Tony Schiavone probably did the best job of focusing on the matches on THE JIM ROSS SHOW on WSB-AM Sunday night but despite its 50,000-watt clear channel signal, the show primarily feeds an Atlanta audience.

From this perspective, casual fans did not have a clearly-defined main event established to attract them. TBS promotion centered on Sting vs. Johnny B. Badd and the battle royal, a far cry from the draws of last year's Flair-Luger and Sting-Black Scorpion encounters.

Further, this CLASH faced the hottest new series on TV, Fox's BEVERLY HILLS 90210, and CHEERS, which has stayed close to the top of the ratings, even through summer reruns.

I was told over the weekend viewers would be surprised at the show's quality. For WCW's sake, I hope so. My prediction: because of declining interest in the weekly shows and the weak focus of the buildup, a 3.5-3.7 rating when the overnights are in Friday.

MATWATCH SUBSCRIPTIONS

As has been announced, MATWATCH ends weekly publication Jan. 27, 1992. Subscriptions are still being accepted at the following rates:

(U.S./CANADA) \$6 for 5 issues, \$12 for 11.
(OVERSEAS) \$9 for 5 issues, \$18 for 11.

A list of prices through the closeout date is available on page 6.

GIFT OFFER: Through Oct. 1, you may give a 5-issue gift set for \$3 and receive two bonus issues yourself.

CHECK, CASH or MONEY ORDER to: MATWATCH,
16 ROBIN HOOD LANE, JACKSON TN 38305.

STEVE BEVERLY

(Continued from Page 1)

who know people who know people who have told them these things with no official conformation. Are the sources simply words from other bulletins rewritten to make the information appear to be a writer's work? I'm sure Dave Meltzer, Wade Keller, Ron Lemieux and I have had reason to believe this is so when we see a new sheet which basically plagiarizes our work. Few of us deal with it because plagiarism is difficult to prove.

Attribution is something driven into my head by Professor Bill Martin, former head of the broadcast news sequence at the University of Georgia, and Dave Richardson, one of America's top TV news directors. As Dave always told me, particularly in crime or accident stories, one must meticulously attribute facts to officers. And the words "police say" or "the police report indicates" do not automatically get a reporter off the hook. I assure you the quote which created such grief for me would never have been used had it not been attributed to a named source and efforts shown we at least tried to contact the targeted party. Even that is not enough for some attorneys.

Wrestling is no different from private industry. Employees can lose their jobs if they comment to the media contrary to a company's goals (or even if those opinions are in line with a company if they work for executives who want to be sole company spokesperson). Thus, attribution is difficult. But I took criticism two years ago for attempting to get statements from wrestling company execs. True, you get an "official" statement. But if that statement is untrue, it will eventually be revealed. However, I wonder to what extent newer, younger bulletin editors go in an effort to confirm facts. Imagine the shock when I saw a New York-based sheet last year in which an editor referred by name to a wrestler as a "known drug user." It may have been true. But who knows it? Where was the editor's proof? Where was the supporting evidence? Or another Northeastern bulletin in which an editor wrote "(name of WCW wrestler) was seen drunk backstage at the Meadowlands." This was this guy's second issue. I don't know if he's still publishing but I hope not. I wanted to know who saw the wrestler drunk? Where was the proof the man was drunk? Had he taken a breatholizer test? Did the editor see the test results?

This concern is also not going to be popular. But I have serious questions when I see a new bulletin (I'm sent virtually all debut issues) and discover the publisher is under the age of 17. It's tough enough to avoid errors when you're over 30 and have years of experience. But when I see newsletters from people 14, 15 or 16 years old, I have to ask if these people have even had a high school journalism class. Do they know libel laws? Have they been taught the proper way to gather information and at least intelligently discern if such data is accurate? Do they know how to edit? Are they mature enough to handle criticism when stating unpopular opinions? True, the appeal of much of what we do is raw backstage gossip, on which readers seem to thrive. But responsibility goes with the idea of starting one's own newsletter.

I have grave questions over the growing trend of opinions evolving into personal attacks in newsletters. We're all guilty of putting the knock on certain folks. A lot of us knock Vince McMahon because his product does not fit our idea of what wrestling should be, based on old traditions. But in reality, McMahon has never made any pretense of that and probably laughs all the way to the bank at our barbs. Many of us, myself included, had a field day with Herb Abrams last year. My intelligence was insulted when Abrams said publicly he would employ a dead man and another who was in jail. But, in retrospect, I wish I'd have put Herb into perspective as a man with a small cash and small TV base and left him alone. Yet, when WRESTLING THEN AND NOW's Evan Ginzburg dared to differ and write he liked elements of a UWF show, he was mercilessly attacked by some respondents. I felt terrible for Evan.

But the attack issue relates to a growing number of one-on-one interviews in bulletins. I run them, as do many of my colleagues. But when I read those in which a wrestler or another person individual makes an inflammatory remark about someone and I don't see any evidence of an effort to give the attacked party a chance to respond (and have talked to a few "attacked" still waiting on a phone call), I wonder if the editor think it's okay because "just a newsletter." In the last year, I've seen four opinion columns in which a writer

(Continued on Page 6)

MATWATCH

Page 3

Vol. 4, No. 35/Sept. 3-8

VIDEOTS

Aug. 26-Sept. 1

(WWF/SYN) - [CHALLENGE]: Natural Disasters d. Sonny Blaze/Bob Tierney; Koko B. Ware d. Pete Doherty; (SPECIAL REPORT) SUMMER SLAM highlights; Curt Hennig d. Thomas; Jim Duggan d. Dick Wernick; Jimmy Snuka d. Bill Pierce; Berserker d. Roy Garcia. RESTHOLD.
[SUPERSTARS]: Big Bossman d. Barry Hardy; (UPDATE) SUMMER SLAM clips including Savage-Liz reception where Jake Roberts tries to attack Liz w. cobra but Sid Justice saves w. chair; Big Bully Busick d. Ross Greenberg; Davey Boy Smith d. Brian Donahue; Ted DiBiase d. Mario Mancini; Greg Valentine d. Phil Apollo; (FUNERAL PARLOR) Paul Bearer w. Bobby Heenan & Flair's belt. Heenan insults Roddy Piper, who leaves booth & spits on Flair's belt & Heenan and says the next thing he spits on will be Flair; Jim Duggan d. Tony Ricca; Beverly Bros. d. Tony Diamond/Jim Powers. RESTHOLD-PLUS.

(SUNCOAST PRO) - Ian Weston/Cliff Proctor d. Big Jim Magnum/Tom Sawyer; (SUNCOAST FLA. TITLE) Masked Superstar d. Rick Ryder to keep belt; (SUNCOAST SOUTHERN TITLE) Lou Perez d. Nasty Ned Brady to win belt. NO RATING.

(LPWA) - [RERUN]: Terri Power d. LaGata; Magnificent Mimi d. Alma Alvarez; Reggie Bennett d. Candi Divine; Nasty Girls d. Mighty Mites; Comrade Orga double countout vs. The Beast.
(LOUISVILLE SLUGGER) Jim Cornette w. Mimi/J. Blue. NO RATING.

(SOUTH ATLANTIC) - Jackie Fulton d. Tommy Landell; Nazi Stormtroopers d. Brad & Bret Holliday; Vince Torelli d. Bob Horner; Wahoo McDaniel/Chris Chavis d. Mad Dog/Tommy Royal; Tommy Seabolt/Tommy Angel d. Steve Adams/Darrell Douglas; Manny Fernandez d. Johnny B. Good; (ANGLE) Commissioner Al Mandel says he's fining Manny \$500 and suspending him. Wahoo talks him out of the suspension, so the fine is "\$1,000." RESTHOLD.

(GLOBAL/SYN) - [MAJOR LEAGUE]: Terry Gordy d. Cactus Jack by countout; Bad News/Soultaker d. Terry Garvin/Barry Usher; Scott Anthony d. Rick Garren; Handsome Stranger d. Steven Dane but Chris Love lures Dane away after; Davis Brothers d. Renegade Warriors; (NEWSROOM) Joe Pedicino on "The Boss," Thomas Rich, Gary Young; (NORTH AMERICAN TOURNEY HIGHLIGHTS) Patriot d. Al Perez in screwed-up finish; Young/Jeff Gaylord d. Kenny the Stinger/El Diablo. DRAW.

(GLOBAL/ESPN) - [Mon./North American First Round]: Gordy d. Randy Rhodes; Dane d. Tug Taylor; Brian Lee d. Bill Irwin by DQ when Bill uses whip on Lee. Ref grabs whip, Lee backdrops Bill, who takes powder; Cactus Jack d. Young w. trunks. DRAW.
[Tue./N.A. 1st Round]: Patriot d. Soultaker; Axis the Demolisher d. Garvin; (NEWSROOM) Joe on Gordy, SUMMER SLAM, Barry Windham; Steve Cox d. California Stud; Stan Lane d. Action Jackson. RESTHOLD.

[Wed./N.A. 1st Round]: Austin Idol d. Anthony; Bad News d. Aztec; John Tatum d. Gaylord; Perez d. Stranger. RESTHOLD-PLUS.

[Thu./N.A. Quarterfinals]: Patriot d. Axis; Gordy d. Dane; Cactus Jack d. Lee.

[Fri./N.A. Quarterfinals]: Lane d. Cox; Idol d. Bad News; Perez d. Tatum.

(PRO WRESTLING '91) - Jim Bryant d. Festus by countout when Mad Dog Joe shows to brawl w. Festus outside; (GLOBAL) Bill Irwin d. Pvt. Terry Daniels; (CLASSIC/HOUSTON) Ted DiBiase d. Skandor Akbar; Brute Force d. Dusty Taylor/David Simpson;

(INTL/JAPAN) Tatsumi Fujinami in tag match; (GA. TV TITLE) Terry Leland d. Billy Black to win belt. RESTHOLD.

(AWA: LOOKING BACK) -

(1984) Brad Rheingans d.

Steve Regal; (6-MAN/1982) Hulk Hogan/Baron Von Raschke/Buck Zumhofe d. Bobby Heenan/Ken Patera/Bobby Duncum by DQ; (1985) Jerry Blackwell d. Bruiser Brody. DRAW.

(IWCCW) - Scott Putski d. Dennis Swanson; (RUMBLE SEAT) Tony Rumble w. Dory Funk Jr. on IWCCW commissioner post; (CLASSIC) Funk Jr. d. Rocky Dellison; Joe Savoldi d. Zap. BOMB.

(AAWF) - Kenny Arden/Jamie Kyle d. Darrell Monroe/Stano Westmoreling; Pex Whatley d. Mike Stone; Richie Dye d. Jimmy Fargo; Nightstalker d. Monroe. DOUBLE BOMB.

(WCW/TBS) - [POWER HOUR]: Young Pistols d. Rip Rogers/Sam Cody; (WCW TV TITLE) Robert Gibson d. Steve Austin by countout when Steve, Johnny B. Badd brawl outside; Ron Simmons d. Morgas the Maniac; (ANGLE) Lex Luger/Harley Race/Curtis Hughes attack Ron & Barry Windham saves; (CLASH VIII/U.S. TITLE) Luger d. Tommy Rich; (ANGLE) Abdullah the Butcher emerges from package & attacks Sting; (MISSY DOES MAIL) Enforcers d. Patriots to advance to world tag finals; Enforcers no contest vs. Bobby Eaton/Big Josh when Freebirds attack both teams. RESTHOLD.
[MAIN EVENT]: P.N. News d. Doug Button; Tom Zenk d. Bob Cook; (DANGER ZONE) Paul E. on Simmons-Windham alliance; Hardliners d. Johnny Rich/Larry Santo; (VIDEO) Sting montage; Sting d. Harley Watkins; (ANGLE) Abby attacks Sting; Diamond Stud/Austin d. Gibson/Dustin Rhodes when Richard Morton jumps off top on Gibson. RESTHOLD-PLUS.

(WCW/SYN) - [WCW PRO]: Bill Kaszmeier d. Rogers; (WNN) Gordon Solie on Simmons-Windham alliance; Oz d. Larry Corey; Patriots d. Freebirds; Badd d. T.C. Carter; Terrence Taylor d. Gibson when Morton runs in for headcracker as Alex distracts ref; Stud d. Chris Wilson. RESTHOLD-PLUS.

[WORLD WIDE]: Badd d. Jimmy Hodge; (WNN) Solie on aborted Kaszmeier-Koloff challenge; Austin d. Carter; (WCW LT. HWT. TOURNEY) Bradstreet d. Joey Maggs; (REPLAY) Abby attacks Sting; Patriots d. Enforcers by DQ for over-top; Nikita Koloff d. Kevin Grant; Stud d. Santo. RESTHOLD.

(USWA/WMC) - Tom Prichard double countout vs. Danny Davis when Miss Texas runs in but Sweet Georgia Brown saves; (MID-SOUTH COL.) Jeff Jarrett/Robert Fuller d. Awesome Kong/Bruiser & Jeff strips Reggie B. Fine to his red drawers; (ANGLE) RBF taunts Jeff & Jeff decks him; Jarrett/Fuller d. Tim White/Scorpion by DQ when Kong/Bruiser/RBF run in & Kong chairs Jeff. Fuller doubled as he tries to save until Koko B. Ware cleans house; Bill Dundee d. Shadow by DQ when Bull Pain/Samantha run in. Bull uses Sam's boot to make Bill juice. Tony Anthony/Rockin' Randy save; Pain d. Randy by DQ when Dundee runs in, chairs Bull; Jerry Lawler/Dutch Mantel d. Kong/Bruiser by DQ when Eric Embry/Prichard run in. RESTHOLD-PLUS.

LINES OF THE WEEK

1. Paul E. Dangerously, PH, on Sting's package: "The fans bought him a championship belt, since he can't get a match with the Total Package, so he can say I'm the heavyweight champion of the world. WOOO!"
2. Scott Anthony, PW'91, on Golden Boys (Chic & Ric Donovan): "And the Golden

SCALE: PINFALL - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

MATWATCH

Page 4

Vol. 4, No. 35/Sept. 3-8

Girls are a house on fire! It's Rue McClanahan with a drop-kick! And there's Bea Arthur with a takedown." 3. Roddy Piper, WWF-SU: "Ever seen the schnozz on Flair? It's as big as his ego." 4. Anthony, PW'91, on Donovan: "It's the Chicster! The Chickerooni! The Chickmeister! And his fans, the Chiclets." 5. Bobby Heenan/Piper, SUMMER SLAM: (BH) "If I were managing the Bushwhackers, I'd commit suicide." (RP) "Maybe we could get you a job in the Russian Parliament." 6. Anthony, GLOBAL: "What many people don't know about Steve Cox is in the off-season, he makes a living as a Gary Busey impersonator." 7. Scott Hudson, GLOBAL, on crowd chanting U.S.A. for Patriot: "There must be a war with Parts Unknown." 8. Piper, SS, on Sherri Martel: "I kissed Sherri one time---I almost fell in. She doesn't shave in the morning. She becomes a shrub." 9. Gorilla Monsoon, SS: "The greatest walking advertisement for birth control---Jimmy Hart." 10. Heenan, SS, on L.O.D. vs. Nasty Boys: "The Surgeon General should put a warning on this match."

11. Heenan, SS, on I.R.S. vs. Valentine: "The figure-4 vs. the W-4." 12. Steven DeTruth, PW'91: "Look at that youthful gleam in Chic Donovan's eye. Oh, no, that's just the ring lights hitting his bifocals." 13. Anthony/Hudson, GLOBAL: (SA) "I thought I'd sit out here and lift the ratings for you boobies." (SH) "Over what? What's on ARTS & ENTERTAINMENT?" 14. Hudson, GLOBAL, on Scotty: "He thinks fans are thanking his parents for bringing him into the world? In some states, that ought to be a felony." 15. Heenan, SS: "My favorite show's THE PRICE IS RIGHT." 16. Hudson, GLOBAL: "Rod (Price) needs a Pearle Vision Express free coupon because he's seeing things nobody else is seeing." 17. Anthony/Hudson, GLOBAL: (SH) "I don't recall any falling out between the Stranger and Dane." (SA) "The only thing falling out is Hudson's hair." 18. Piper, WWF-SU, on Big Bully Busick: "He thinks he's John L. Sullivan." 19. Hudson, PW'91, on Van Hammer: "This guy makes Sid Vicious look like a little league T-ball player." 20. Piper, WWF-SU, on Sherri: "Let's hope she marries within her species."

21. Diamond Dallas Page, WCW PRO, on Chris Wilson: "He feels like he's been in a gang war and didn't know anybody." 22. Jim Cornette, LPWA, on Alma Almarez: "She sounds like she would have been a maid on a '60s sitcom. ALMAAAAA!" 23. Joe Pedicino, LPWA, on Jonathan Blue: "He's going to be the centerfold in CLEANING PRODUCTS MONTHLY." 24. Chris Love, WMC: "I have it on good authority that Jeff Jarrett peroxides his hair." 25. Jimmy Valiant, WMC: "Miss Texas, you are an awful waffle." 26. Dave Brown, WMC, on Samantha: "I've heard of being left at the altar but being left at the ring apron?" 27. Fans, WCW PRO, on Oz: "Oz SUX! Oz SUX!" 28. Jim Ross, JIM ROSS SHOW: "With all this talk about Ric Flair's belt, Jerry Glanville had on a belt so wide at the Falcons' game this afternoon, I thought he was the world heavyweight champion."

STRONGEST COMMENTS - 1. Jim Ross, PH: "Luger has defeated Sid Vicious easily---and Mean Mark, who has gone on to another career...and I might say handily. He's 'walked the aisle' and dominated." 2. Hudson/DeTruth, PW'91: (SH) "Chic Donovan with the Thesz press." (SD) "Hey, wasn't Donovan Lou Thesz's tag team partner in 1937?" 3. Ross, PH: "Championships should be won in the ring---not in a debate." 4. Piper/Vince McMahon, WWF-SU: (RP) "I know how you are when you lose a million bucks. I bet DiBiase's really p.o.'d." (V) "I'd like to have a million bucks to lose." (RP) "I wouldn't know." 5. Heenan,

WWF-SU: "Hogan, comparing what you own to what Ric Flair owns is like comparing prime rib to lunch meat." 6. Piper, WWF-SU: "I scare Flair!" 7. Diamond Stud, WCW PRO: "I'm your role model!"

QUESTIONS OF THE WEEK - 1. Piper, SS, to Heenan on Hart-Hennig: "Did you think it was gonna be a lottery and they were gonna pick a ticket?" 2. Monsoon, SS, on Hogan slamming door on Heenan: "Did that remind you of Halloween when you were a kid?" 3. Dutch Mantel, WMC, to Brown: "Have you seen Stan Hansen? I looked all over WCW and couldn't find him."

NICKNAMES OF THE WEEK - 1. HOMEBOY JOHNSON (Scotty on Craig Johnson. 2. MR. HUDSON HUMMINGBIRD (Scotty on Scott). 3. ORCA THE WHALE (Jerry Lawler on Chris Love).

BEST PICTURES - 1. SS, Camerawork on journey of Mountie to the slammer. 2. SS, Savage-Lix wedding. 3. SS, Bret Hart embracing parents after title win. 4. SS, Hennig posted & flip-bump. 5. SS, Bushwhackers eye-plucking Natural Disasters 3 Stooges-style. 6. WMC, Reggie B. Fine in red drawers. 7. GLOBAL/ESPN, Closeup of Doris Ziffel lookalike in crowd. 8. GLOBAL/ESPN, Cornette pulling off jacket at fan. 9. WME, Sting video montage.

BLOOPER AWARDS - 1. Heenan, SS, for calling Sid Justice "Sid VICIOUS."

TAPE DELAY AWARDS - 1. Pedicino, GLOBAL/ESPN: because of delays in airing GLOBAL tag tourney, Pedicino said, "We're just days away from SUMMER SLAM," on ESPN show the day after SLAM. Show originally skedded for Aug. 23. 2. Ross, PH, on Freebirds attacking Enforcers & Josh/Eaton: "There's Big Daddy Dink! I thought they got rid of him!"

BAD TASTE AWARD - Jim Cornette/Stam Lane, GLOBAL: (JC) "The man who taught William Kennedy Smith everything he knows: Sweet Stam Lane." (SL) "The man who taught Pee Wee Herman everything he knows: Jim Cornette."

ENGLISH LESSON - Reggie B. Fine, WMC, to Jeff Jarrett: "It TAKE somebody like me to put you down, boy."

ALMOST-CLICHE TEAM - Ross, PH, on Enforcers: "This is a well-oiled machine, to quote a worn-out cliché."

ALL-CLICHE TEAM - 1. Lawler, WMC: "The bigger they are, the harder they fall." 2. Koko B. Ware, WMC: "When there's a will, there's a way."

BOO AWARDS - Diamond Dallas Page, WCW PRO. You know why.



Missy Hyatt and Paul E. Dangerously will "settle their problems," according to a Turner Home Entertainment release, on the WRESTLING HOTLINE Sept. 22. Lance Russell moderates.... The announced TV taping for Hernando MS Aug. 23 was scrubbed. Likely, too, is the TV show for WPTY in Memphis.... This week-end's WORLD WIDE show features a non-title 6-man match with the York Foundation vs. Big Josh/Zenk/Rhodes.... A Sid Justice-Undertaker series is supplanting the Warrior-Undertaker feud with Ult's suspension. But despite the TV setup leading to a Randy Savage-Jake Roberts series, Savage apparently does not want to return to the road and Steve Planamenta confirmed for us Savage will stay in the broadcast booth for now.... Dr. Mike Lano begins a 90-min. PRO WRESTLING MAGAZINE show on Bay Area cable access TV in October. Gerhardt Kaiser is co-host.

**SLAM SCORES APPARENT
2.6% BUY-RATE**

STAMFORD CT---A MATWATCH survey of leading multi-system cable operators and pay-per-view distributors indicates WWF SUMMER SLAM scored an estimated 2.6 per cent buy-rate, according to preliminary figures.

Final figures will not be official for at least 60 days. WWF spokesperson Steve Planamenta told MATWATCH: "We have not issued any figures yet on SUMMER SLAM."

If the 2.6% figure holds, SLAM will have been seen in approximately 421,000 homes for an estimated gross revenue of \$12.6 million. The pay universe was announced as 16.2 million homes for the show.

VACHON DEATH: Condolences go to the family of former wrestler Vivian Vachon, who was killed---along with her daughter---in an auto accident in St. Gregory, Ontario Aug. 24. Police say the car of Vachon, 39, was struck by a car driven by an intoxicated driver. Your editor saw some of Vivian's first matches in Florida in the early 1970s.

SUBS ANNOUNCED: Titan did it right this time. According to people who viewed the WWF shows in Oakland-San Francisco over the weekend, the subs for Curt Hennig (Warlord) and the Ultimate Warrior (Sid Justice) were announced for the Saturday night Bay Area card on TV.

GOOD CARD, WEAK CROWD: A number of favorable calls to THE LARRY KATZ SHOW Sunday night on WCW's Saturday Baltimore show, headed by Luger-Simmons. Barry Windham did not appear. Crowd was estimated at 1,900.

AXL'S NO JOBBER: Axl Rotten may have lost a dark match to Johnny Rich at a recent WCW taping but Axl's sent us word he will not be a jobber when he joins WCW, likely in October.

THE INK IS DRY: Ric Flair will likely have signed his Titan deal by the time you read this. He's expected to appear at the tapings next Monday and Tuesday in Cornwall and Ottawa. But, likely, he will just do vignettes.

PIPER IN THE DARK: Flair will probably be used in dark matches vs. Roddy Piper in Wheeling and Huntington for the Sept. 30 and Oct. 1 tapings.

NO MORE FROM BILLY?: Superstar Billy Graham's planned news conference is apparently off. Insiders say it's now unlikely he'll file suit against Titan.

NO EARLY REMATCH: The tour of Hiroshi Hase and Kensuke Sasaki is being postponed because of a serious injury to Sasaki. THE MIAMI HERALD's Alex Marvez is reporting the possibility of a Japanese Force tag team coming to WCW.

ROSSIE ON SUNDAY: A quick followup to our PINFALL PROFILE: Ross and Schiavone did the most thorough job of detailing the CLASH matches on THE JIM ROSS SHOW Sunday night and it's too bad it wasn't widely heard. Ross was challenged by one caller about Dusty Rhodes' administration concerning the Flair situation but Ross said: "Mr. Runnels is trying to do the best job he can to provide a quality product."

LAWLER FALLS: Jerry Lawler lost the USWA "unified" belt for a sixth time Aug. 26 in Memphis to Chris Love's Dragon-master. The two had a rematch Monday night at the Mid-South Coliseum.

STAR WARS: A 37-competitor spectacular was billed for Labor Day night in Memphis. In addition to the USWA title match, a two-ring, 30-man triple chance battle royal was skedded, along with a ladies' lingerie battle royal.

MORE MEMPHIS: Also on the card: Eric Embry defended the Southern belt against Tony Anthony; Jimmy Valiant and Sweet Georgia Brown teamed against Tom Prichard and Miss Texas; Jeff Jarrett took on Reggie B. Fine; Robert Fuller and Koko B. Ware faced Awesome Kong and Bruiser; Leatherface (Brian Lee) vs. Dutch Mantel; Eric Fontaine vs. M.C. Slammer; El Grande Pistorero vs. King Cobra; New Kids vs. Goon Squad; Bull Pain vs. Ben Jordan; Pez Whatley vs. Randy Rhodes and a fifth Bill Dundee-Danny Davis light heavyweight title rematch.

KOKO'S RETURN: Koko B. Ware surprised the TV fans with his save on the WMC show Saturday. At deadline, we weren't able to determine his status with Titan. During the seven-week cutback to one show a night, Vince McMahon had told a number of the lesser WWF guys they could take whatever work they could get (presumably if it isn't WCW).

OXFORD BLUES: Lawler & Co. invade the Ole Miss campus in Oxford again Sept. 12, headed by a battle royal featuring Rebel assistant coaches Chuck Oxy and Joe Wickline.

RICK & THE OLYMPIC: Rick Carter has started his WRESTLING TALK radio show going in Las Vegas. Last week, Rick focused on the history of wrestling in the Olympic Auditorium with taped reminiscences from Freddie Blassie and Dick Beyer. We'll be on with Rick Sept. 14.

MEADOWLANDS UPDATE: WCW drew an estimated 2,600 for its Meadowlands show last Thursday. It'll be interesting to track the crowds after the move of the local TV show to WCBS.

SAVING MATCHES: The matches pre-empted on WCW MAIN EVENT by the Braves rain delay two Sunday ago will likely be shown on an eventual POWER HOUR.

NO TO AWA: We're told ESPN will not give Verne Gagne the old Monday slot for his AWA CLASSICS and if he gets on at all, it will be in an overnight slot.

ON THE ROAD AGAIN: Eddie Gilbert and his brother Doug moved back to suburban Atlanta last Wednesday. Eddie stopped off for lunch here before leaving and seems to be refreshed and enthused about his Global and upcoming Japan stints.

GLOBAL VIEWS: Gilbert appeared in two squashes and then defeated the Handsome Stranger in GWF MAIN EVENT tapings in Dallas Friday night. In the Gilbert-Stranger match, Scott Anthony (Scott Levy) got involved.

SEPT. 15 IN MARIETTA: Joe Pedicino has booked the Cobb County Civic Center for an 11-match Global show. Expected to top the card: a Patriot-Stan Lane North American title match.

GLOBAL SKED: GLOBAL SUPERCARD only had Tuesday and Wednesday airings this week. Monday was pre-empted by baseball and Thursday and Friday by Canadian Open golf. Next week, the schedule is Monday through Thursday.

MATWATCH

Page 6

Vol. 4, No. 35/Sept. 3-8

STEVE BEVERLY

(Continued from Page 2)

outright called someone a liar and no attempt at a response offered. Now do you understand the term yellow journalism?

One other example: Jim Herd is far from a universally popular man within the wrestling industry. But when I hear an electronic publication use the terms, "I want Jim Herd's head," and "Yeah, let's get a contract on Jim Herd," as one has, things have gone much too far. I'm embarrassed at that kind of material and hardly consider it humor.

I feel the time is long overdue for us to begin to put this industry about which we write in perspective. Wrestling is entertainment based on fiction. The people who run the mat companies will either provide the best possible product for one's entertainment dollar and television time. If they don't, that company will eventually go out of business and off the air. But those people are human, just as are we who write about them. When they deliberately lie or provide a product which is not respectable, they deserve criticism---but disciplined criticism---not character assassinations. I've been guilty of writing some items of which I am not proud. But I hope I have learned in the last four years that wrestling is not brain surgery. And I think it's past time many of us as writers and readers take a self-examination and recognize that wrestling is not the Alpha and Omega of life.

(Next week: the perspective of others from within and outside the industry on the state of mat newsletters).

RATINGS RAP

In a week without any PRIME TIME WRESTLING or WCW MAIN EVENT, WORLD CHAMPIONSHIP WRESTLING inherited the top spot in the Nielsen cable ratings race for the period ending Aug. 25.

WCW matched its year-ago figure of 2.4 to nose out ALL-AMERICAN WRESTLING's 2.3 in reaching the top. The TBS Saturday show had not won a week since March. WORLD CHAMPIONSHIP's mark was down 11% from the week prior. ALL-AMERICAN was up 9%.

WCW POWER HOUR took a 13% dip from the previous Saturday, falling from 1.5 to 1.3. PTW, pre-empted again Monday for U.S. Open tennis coverage, will return Sept. 9.

CABLE

Week Ending Aug. 25	Rating/Share	Homes	Year Ago
WCW WORLD CHAMP. (TBS 8/24)	2.4/6.0	1.4 million	2.4/5.7
WWF ALL-AMERICAN (USA 8/25)	2.3/7.1	1.33 million	2.6/7.8
WCW POWER HOUR (TBS 8/24)	1.3/5.6	756,600	1.5/7.3
WCW MAIN EVENT		Pre-Empted	2.3/5.2

HEADLINES

(From Page 1)

GLOBAL SUPERCARD has grown from an 0.9 in its first two weeks to a 1.1 in its second fortnight.

ESPN, in studying the ratings, is negotiating for more first-run GLOBAL shows (see opposite column).

Easier Said Than Done

ESPN WANTS MORE FIRST-RUN GLOBAL

BRISTOL CT---After six weeks of rising ratings, ESPN is opening talks with syndicator Max Andrews to produce more first-run GLOBAL SUPERCARD episodes for the fourth quarter.

GLOBAL, which has had daily ratings as high as 1.5 (926,000 homes), has been the surprise of the summer for ESPN. Past AWA daytime ratings topped out at 0.9 (though the old AWA prime-time ESPN series once posted an average of 2.0 in the second quarter of 1987, finishing 20th in overall cable ratings for the period).

Sources tell MATWATCH ESPN would like 46 first-run episodes during the October-December period. Global executive producer Joe Pedicino would not comment on the report, other than to say "talks will begin" this week. Negotiations are expected to center around the expense of producing the extensive number of fresh programs.

FINAL MATWATCH SUBSCRIPTION PLAN

Check your mailing labels. If you wish to extend your MATWATCH subscription until its final issue Jan. 27, 1992, look for the expiration date on your mailing label. Your closeout rate is listed below by the corresponding date:

1/20/92 (\$1.25)	12/2/91 (\$10.00)	10/14/91 (\$17.00)
1/13/92 (\$2.50)	11/25/91 (\$11.00)	10/7/91 (\$18.00)
1/6/92 (\$3.75)	11/18/91 (\$12.00)	9/30/91 (\$19.00)
12/30/91 (\$5.00)	11/11/91 (\$13.00)	9/23/91 (\$20.00)
12/23/91 (\$6.25)	11/4/91 (\$14.00)	9/16/91 (\$21.00)
12/16/91 (\$7.50)	10/28/91 (\$15.00)	9/9/91 (\$22.00)
12/9/91 (\$8.75)	10/21/91 (\$16.00)	9/2/91 (\$23.00)

CHECK, CASH or MONEY ORDER to: MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.

Please check Page 2 for shorter-term subscription rates and gift offer through Oct. 1.

MATWATCH
16 ROBIN HOOD LANE
JACKSON TN 38305

FIRST CLASS MAIL
U.S. POSTAGE
PAID
JACKSON TN
PERMIT NO. 50

David Skolnick
221 Stowe Ave. #A-1
Troy, NY 12180
9/23/91

FIRST CLASS MAIL